

Global Development Alliances

Promoting Public-Private Alliances for Sustainable Development

USAID's Commitment to Partnerships

The Global Development Alliance (GDA) is USAID's commitment to change the way we implement our assistance mandate. GDA mobilizes the ideas, efforts and resources of governments, businesses and civil society by forging public-private alliances to stimulate economic growth, develop businesses and workforces, address health and environmental issues, and expand access to education and technology. Alliances incorporate a breadth of USAID and partner resources to arrive at solutions only available through pooled efforts. Together, the combination of complementary assets has encouraged innovative approaches, more effective problem solving and deeper impact. Importantly, public-private sector conversations almost always lead to a better understanding of development challenges.

When launching the Global Development Alliance in May 2001, Secretary of State Colin Powell described USAID's efforts in promoting sustainable development in 148 countries through public-private partnerships as "a fundamental reorientation in how USAID sees itself in the context of international development assistance, in how it relates to its traditional partners and in how it seeks out and develops alliances with new partners." In Fiscal Year 2003, early figures show USAID funded or expanded 140 public-private alliances with approximately \$273 million, leveraging over \$1.3 billion in outside contributions. The GDA Secretariat believes that alliances should bring at least one-to-one leveraging of USAID resources with additional non-federal resources, which can be in-kind or cash.

Is an Alliance an Appropriate Option?

An alliance should be considered when it supplements and deepens the impact of an objective, planned results or activities. All prospective alliance members should have a clear common cause for the alliance, believe in alliances as a better strategy to solve problems than the status quo, be willing to treat each other as equal partners, have operational practices that incorporate corporate responsibility such as commitments to human rights and environmental protection, be willing to commit and share resources, and be able to work creatively together to take risks that individually they might not.



Prospective alliance members are committed to working creatively together to take risks that individually they might not.

How to Identify Appropriate Alliance Members

Partners can be as diverse as the alliances themselves, including NGOs, foundations, universities, associations, small and large businesses, multilateral or bilateral donors and government entities. Early steps for identifying the right partners might include determining the organizations that make the largest investment in the sector or region; speaking at Chambers of Commerce or industry events; hosting a forum for potential private sector partners; or conferring with Embassy Commercial Attaches or Ministries of Commerce. Several resources can help locate potential alliances:

- **Internet searches** may be the first start in locating relevant resources, including business directories, industry associations and news items.
- **Associations** serve as an industry focal point and may provide one of the best networking opportunities with member companies.
- **The GDA Secretariat** (www.usaid.gov/our_work/global_partnerships/gda) has a network of hundreds of organizations, from private sectors companies to foundations, through its concentrated work on alliances and Corporate Social Responsibility.





Alliances incorporate a breadth of USAID and partner resources to arrive at solutions to protect marine environments from overexploitation.



USAID projects have demonstrated that public-private alliances help protect the environment from land-based sources of marine pollution.



Alliances help create better access to markets by local community farmers.



Partnerships enhance the quality and competitiveness of Central American produce.

What Are the Attributes of Successful Alliances?

- Joint definition of the problem and a shared solution by all alliance partners;
- Commitment between partners to share resources, risks and rewards;
- Looking toward new partners (or existing partners in new ways) for innovative approaches to get the job done;
- Leveraging significant resources that may include financial resources, in-kind contributions and intellectual property.

Illustrative USAID Public-Private Alliances

Latin America and the Wider Caribbean

The Meso-American Reef Alliance will bring new partners and international expertise into the region to promote economically and environmentally sound management of the reef, and to strategically engage major components of the private sector, including agribusinesses, fisheries and tourism.

Meso-American and Caribbean Geospatial Alliance will help build a lasting and sustainable special data infrastructure in the region that facilitates broad access and fosters harmonization and integration of data sets in the region.

The Central America Coffee Initiative aims to enhance the quality and competitiveness of Central American and Mexican coffee. It will focus on coffee quality improvements, business development/marketing services, and improving the policy environment.

The Panama Canal Watershed Fund creates an incentive fund, with matching funds from the Panama Canal Authority, to finance watershed activities identified by local communities in the Panama Canal Watershed. Activities will lead to improved management and protection of this critically important watershed.

The Rainforest Alliance for Sustainable Economic Growth promotes environmentally sustainable and competitive activities in Mexico, Central America, Colombia, and Ecuador that will result in higher incomes for farm families and reduced adverse impacts on the environment during the production phase.

Worldwide

Sustainable Forest Products Alliance will increase both the demand and the supply of legally-sourced, certified timber by connecting producers of responsible forest products in the developing world to retailers across the United States. The alliance will also encourage sustainable forestry practices and conservation and reduce illegal trade in forest products.

The West Africa Water Initiative (WAWI) provides water supply, sanitation and hygiene services, and supports integrated water resources management in Ghana, Mali and Niger. The Initiative's partners are working with governments to increase the population's access to safe drinking water and sanitation among poor and vulnerable populations, reduce waterborne diseases, and ensure ecologically and financially sustainable management of water quantity and quality.